



## SKIVRE Training Module 2:

## MARKETING STRATEGIES

Exercises

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# Check your Knowledge

Exercises

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## Exercise 2.1. - Start with your SWOT

### Fill the boxes

As a beginning, you can start with SWOT analysis. You can do it about a product of your monastery, or about the monastic shop.

A. *Select one of your selling products and create a SWOT analysis for it.*

<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
<b>Opportunities (O)</b>	<b>Threads (T)</b>

B. *Now, please repeat the exercise and make SWOT analysis about the monastic shop.*

<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
<b>Opportunities (O)</b>	<b>Threads (T)</b>

This exercise is a good base for understanding the other modules and all other exercises.

## Exercise 2.2. - Make your small research

Make small research and identify who your customers are (more young people, or more older people, or families are the most frequents visitors, etc.).

For this research your sales people in the monastic shop will be helpful. **They can create small questionnaire** (not more than 5 questions) for the visitors of the shop to ask them:

- what they like to buy most from the shop,
- what has to be improved in the shop - more products, or different working hours of the monastery shop, etc.
- other questions that will provide important information for you about your products and monastic shop,
- try to identify who is coming in the monastic shop – local people mainly, or pilgrims, or tourists.

At the end you will have a picture of your customers, the level of their satisfaction, and their needs. This picture will be very beneficial for your decision about what else you can sell, how to improve the service in the shop, what are the favourite products of your customers.

**You can use this small research as well for your brand definition** (Module 8 “Creating a Strong Brand”).



### Exercise 2.3. - Marketing communication channels

Define your marketing communication channels that are most appropriate for your monastery.